

CONTRACT



WREG-TV
803 Channel 3 Drive
Memphis, TN 38103
(901)543-2333

www.wreg.com

And:

Strategic Media Placement
Attention: Whitney Eversole
7669 Staggers Loop
Delaware, OH 43015

<u>Contract / Revision</u> 587278 /		<u>Alt Order #</u> 7915883
<u>Product</u> FLINN/C/R		
<u>Contract Dates</u> 10/31/12 - 11/06/12		<u>Estimate #</u> 3157
<u>Advertiser</u> Flinn, George/R/Congress		<u>Original Date / Revision</u> 10/30/12 / 11/02/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WREG	<u>Account Executive</u> Fran Berg	<u>Sales Office</u> Washington, D.C.
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	METRC	10/31/12	11/02/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$350.00			
N 2	METRC	11/05/12	11/06/12	WREG-TV News 3 Daybreak 6-7am			:30			NM	2	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$350.00			
N 3	METRC	10/31/12	11/02/12	CBS This Morning	7-9am		:30			NM	3	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				3	\$150.00			
N 4	METRC	11/05/12	11/06/12	CBS This Morning	7-9am		:30			NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	MT-----				2	\$150.00			
N 5	METRC	11/03/12	11/03/12	News Channel 3 Daybreak	6-9am		:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S-				1	\$200.00			
N 6	METRC	11/04/12	11/04/12	WREG-TV News 3 Daybreak 6-8am			:30			NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$200.00			
N 7	METRC	11/04/12	11/04/12	CBS Sunday Morning	8-9:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$500.00			
N 8	METRC	11/04/12	11/04/12	Face the Nation	9:30-10am		:30			NM	1	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	-----S				1	\$1,000.00			
N 9	METRC	10/31/12	11/02/12	Price Is Right	10-11am		:30			NM	4	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				4	\$225.00			
N 10	METRC	11/05/12	11/05/12	Price Is Right	10-11am		:30			NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	11/05/12	11/11/12	M-----				1	\$225.00			
N 11	METRC	10/31/12	11/02/12	WREG-TV News 3 @ Noon	Noon-12:30pm		:30			NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	10/29/12	11/04/12	--WTF--				4	\$250.00			

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

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Contract / Revision	Alt Order #
587278 /	7915883

Contract Dates	Product	Estimate #
10/31/12 - 11/06/12	FLINN/C/R	3157

Advertiser	Original Date / Revision
Flinn, George/R/Congres:	10/30/12 / 11/02/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount	
												Totals	
												Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
N 12	METRC	11/05/12	11/05/12	WREG-TV News 3 @ Noon	Noon-12:30pm		:30			NM	1	\$250.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$250.00				
N 13	METRC	10/31/12	11/02/12	WREG-TV First News @ 4pn	4-5pm		:30			NM	4	\$800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				4	\$200.00				
N 14	METRC	11/05/12	11/05/12	WREG-TV First News @ 4pn	4-5pm		:30			NM	1	\$200.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$200.00				
N 15	METRC	10/31/12	11/02/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	4	\$1,700.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				4	\$425.00				
N 16	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 5pm	5-5:30pm		:30			NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$425.00				
N 17	METRC	11/02/12	11/02/12	WREG-TV News 3 @ 530pm	News at 530pm (M		:30			NM	1	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	----F--				1	\$2,000.00				
N 19	METRC	10/31/12	11/02/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	4	\$2,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				4	\$500.00				
N 20	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 6pm	6-6:30pm		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$500.00				
N 21	METRC	10/31/12	11/02/12	Entertainment Tonight	6:30-7pm		:30			NM	4	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				4	\$450.00				
N 22	METRC	11/05/12	11/05/12	Entertainment Tonight	6:30-7pm		:30			NM	1	\$450.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				1	\$450.00				
N 23	METRC	11/03/12	11/03/12	WREG-TV News 3 @ 6pm	(5-6:30pm		:30			NM	1	\$300.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S-				1	\$300.00				
N 24	METRC	11/04/12	11/04/12	WREG-TV News 3 @ 5pm	(5-6pm		:30			NM	1	\$425.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$425.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>			
2	METRC	10/29/12-11/04/12		WREG-TV News 3 @ 5pm	(5-6pm	-----S-	:30		\$425.00	NM			
See MG 24.3													
3	METRC	11/02/12-11/02/12		Prime (rotation)	7-10pm (M-Sa)	6-1-----F----	:30		\$425.00	NM			
Ⓜ MG for 24.2 11/04													
N 25	METRC	11/04/12	11/04/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	1	\$500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	-----S				1	\$500.00				
N 26	METRC	10/31/12	11/02/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	4	\$3,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/29/12	11/04/12	--WTF--				4	\$750.00				
N 27	METRC	11/05/12	11/05/12	WREG-TV News 3 @ 10pm	10-10:35pm		:30			NM	2	\$1,500.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		11/05/12	11/11/12	M-----				2	\$750.00				

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 29	METRC	11/01/12	11/01/12	Thursday Prime	7-8pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	---T---				1	\$1,500.00			
N 30	METRC	11/04/12	11/04/12	Sunday Prime	6-7pm		:30			NM	1	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S				1	\$1,750.00			
Totals											56	\$25,625.00

Time Period	# of Spots	Gross Amount	Net Amount
10/29/12 - 11/06/12	56	\$25,625.00	\$21,781.25
Totals	56	\$25,625.00	\$21,781.25

Signature: _____ Date: _____

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